



WTIC-TV

ORDER

Print Date 08/10/12

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Flight Dates 08/11/12-08/14/12

Contract / Revision 378892 /

Original Date / Revision
08/10/12 08/10/12

Advertiser Lisa Wilson-Foley/R/Cong 51

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Product

LISA FOLEY FOR CONGR

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2597

Alt Order # 06272044

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 8% Market Value 38000

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	37%	14060
4WVIT	21%	7980
5WTNH	34%	12920
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	12	\$2,584.00	\$3,040.00	0.00	07/30/12	08/14/12	12	\$2,584.00	\$3,040.00
Totals	12	\$2,584.00	\$3,040.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	08/13/12	08/14/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	MT-----	:30	2	\$100.00	01	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----					2	\$100.00		0.00			
E 2	61	08/13/12	08/14/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MT-----	:30	2	\$175.00	01	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----					2	\$175.00		0.00			
E 3	61	08/13/12	08/14/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MT-----	:30	2	\$125.00	01	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----					2	\$125.00		0.00			
E 4	61	08/12/12	08/12/12	Su 7a-9am Su 7a-9am	CM	7a-9am	-----1	:30	1	\$50.00	01	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----1					1	\$50.00		0.00			
E 5	61	08/12/12	08/12/12		CM	9a-10a	-----1	:30	1	\$90.00	01	0.00	NM	1	\$90.00



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Contract / Revision **378892** Flight Dates **08/11/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/10/12/ 08/10/12

Order Sep 00:15:00

Advertiser **Lisa Wilson-Foley/R/Cong !** Product **LISA FOLEY FOR CONGR** Estimate # **2597**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Fox News Sunday Su 9a-10a Fox News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1					1	\$90.00		0.00			
E 6	61	08/13/12	08/13/12	M-F News at Ten News at Ten	CM	10p-11p	1-----	:30	1	\$850.00	03	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----					1	\$850.00		0.00			
E 7	61	08/11/12	08/11/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----1-	:30	1	\$500.00	03	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1-					1	\$500.00		0.00			
E 8	61	08/12/12	08/12/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----1	:30	1	\$700.00	03	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1					1	\$700.00		0.00			
N 9	61	08/13/12	08/14/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	MT-----	:30	1	\$50.00	03	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					1	\$50.00		0.00			
Totals														12	\$3,040.00